PR 101:
Essentials for the Public Eye

presented by Sibel Sunar

November 2014

GDC Next



about me

Hi,
I am Sibel Sunar,
founder and principal,
fortyseven communications.



how did I get here?

art

media studies

advertising

marketing

PR



so...

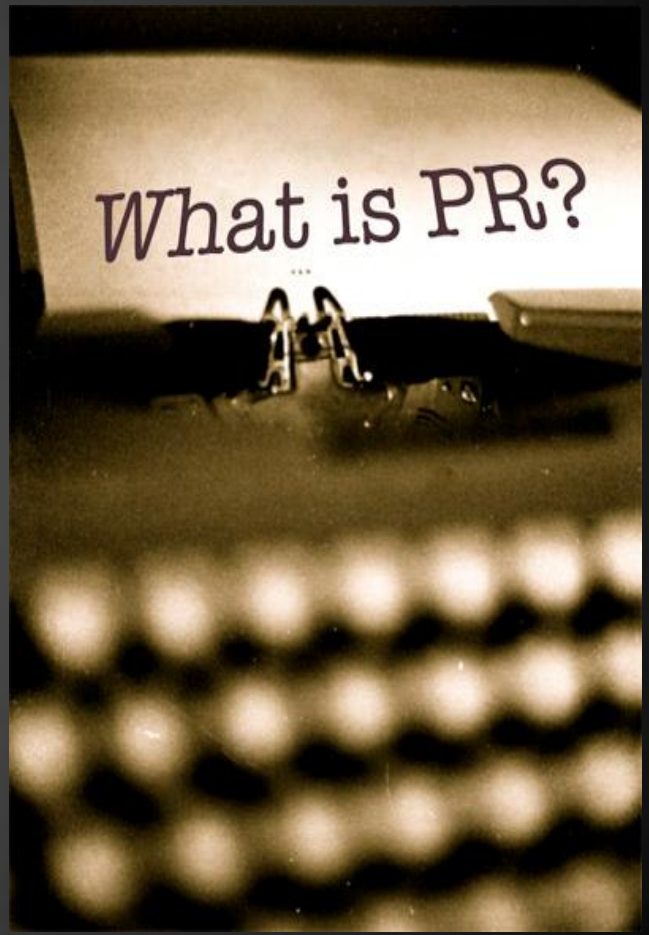
who are you guys?

relating to the publics

communicating publicly,
as an individual or company

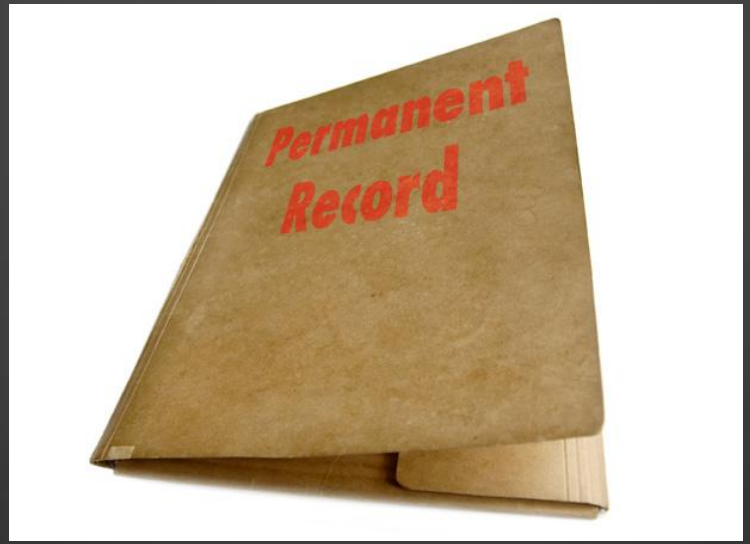
- indirectly: press outlets
- directly: blog, social, forum, etc.

proactive vs. reactive



the internet is (im)permanent

- blink and you miss it
- but it’s a permanent record; your legacy matters



step back, get ready

spend some time thinking about your messages

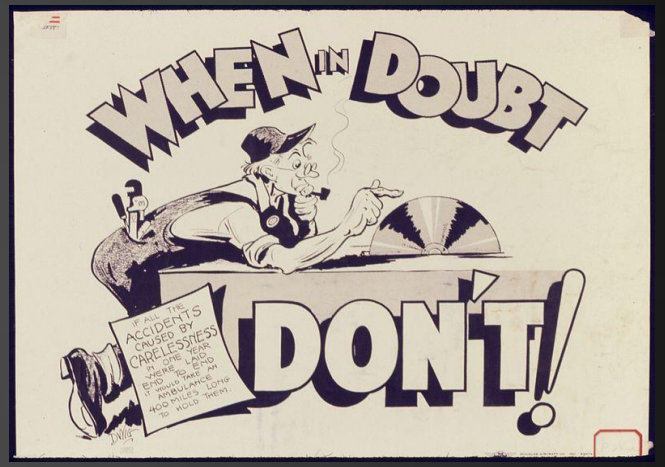
- do you know your story?
- does it sound like you?
- can you tell it in a crisp, memorable way?
- are you too close to it?



be mindful

set your filters:

- goals
- context
- authenticity
- tone/voice
- legal



develop your gut sense, so you can use your filters, instantly, fresh, in a present manner, each time

proactive

many different scenarios could be right for you. step one is to analyze why you want press, and what the optimal process for you should be

- pre-launch awareness
- launch & customer acquisition
- recruiting
- opinion
- strengthening brand/company value
- being a good partner



challenges in getting press

balance between your awareness building and media realities

- finite press opportunities
- potential fatigue in a topic
- press are human and have preferences
- something can be interesting but not worth running
- incremental changes aren’t usually that interesting
- even if they love your game they have to balance coverage
- media also have to pay the bills
- it’s a two-way street - it’s business for both of you



…getting press



think about what people care about…

- build interesting assets
- offer timely news
- join a broader discussion
- keep in touch with journalists

figure out your own voice,
your own strategy, not a template,
even if you learn from best practices

what else?

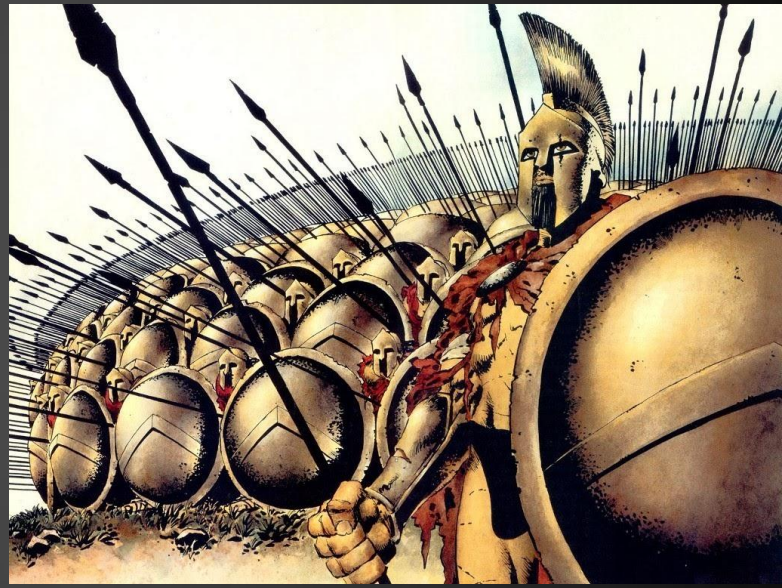


- blog: build a build a body of work, an audience, a place where you can say exactly what you want
- twitter, FB, Instagram, etc. - tailor your communication
- stream, use Twitch
- let people play your game, if possible and the timing is right
- engage directly with the community in live settings, if it makes sense

reactive

reactive PR is an active stance

- in a deliberate quiet period
- reporters approach you: news, commentary
- community inquiries
- crisis communications, leaks, snafus



the tough stuff

getting attention can be hard, but elegant management of reactive PR can be even harder

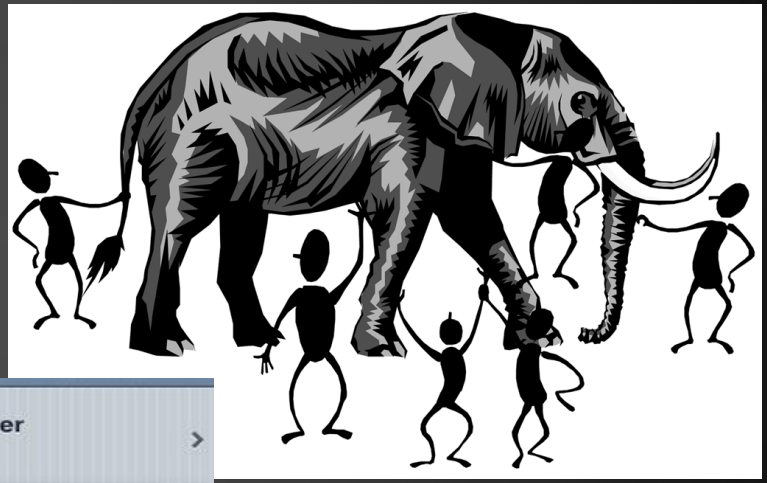
- critique of your work
- hateful attacks
- talking to players directly
- tone and approach
- controversy unrelated to you
- legal & approval concerns





context

do you see the picture clearly enough to communicate your POV?





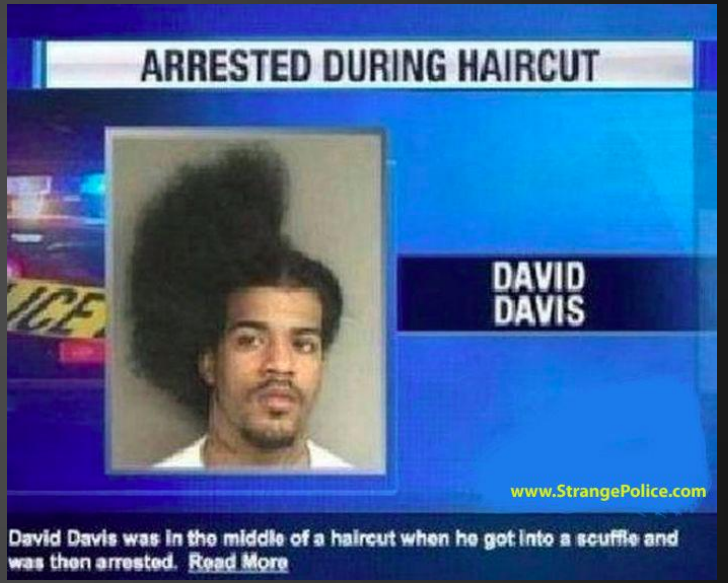
authenticity

- relationships with press
- direct relationships with community and everyone
  - twitter, fb, YouTube, etc.
  - forums, reddit
  - customer service
- the difference between being earnest, being naïve or having no filter



timing matters

- proactive timing
- syncronizing with social
- response timing



grace under pressure



customer relations:

- acknowledge the issue
- help, don’t hype or fuel
- having a venting forum can be helpful
    - or respond on the venue that the fire started

reputation management:

- say you’re sorry, and mean it
- set the record straight, neutralize
- be honest, honorable, take criticism well

legal/hot water?

- what's an endorsement: follow? share?
- commenting: don't, if you don't want the attention
- pics/videos, contests: got releases?
- got something to say: have you cleared it with your company?
- personal or business opinion?
- always on: they *are* watching



good luck
&
THANK YOU!



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10 Tips to Increase PR Exposure

1. Synchronize breaking news on Twitter with other company news activities.
2. Create a Twitter accoun and publish all newsworthy content from that platform.
3. Use trendi hashtags in yo tweets to optir your news.
4. Upload an image w a newsworthy Tweet t stand out on the feed.
5. Manage your reputation. Negative tweets can often times be neutralized.
6. Monitor the Twitter feed using a platform such as
7. Interact with the media. RT their tweets, praise them for their successful article.
8. Monitor competitor tweets to react to breaking news that might impact your client.
9. Keep your content fresh and current.
10. Pitch journalists directly through Twitter for breaking news or story ideas

Repetition helps drive home informat into the long-term memory

